The over-arching principles which should be applied to all fundraising methods: a summary for schools' development professionals

The Fundraising Regulator and Chartered Institute of Fundraising (IoF) have published guidance to support charitable organisations to return to fundraising activities, as restrictions are eased across the UK.

Below is a summary of the guidance on the over-arching principles which should be applied to all fundraising methods. The full guidance can be found here.

Getting back to fundraising – planning and risk assessments

Fundraising should only be carried out where schools:
- are satisfied that this can be done safely
- it is in line with this guidance and relevant government advice
- where the risks associated with any fundraising activities can be properly managed

- **Keep up-to-date and follow UK Government guidance, including guidance from devolved nations of Scotland, Wales and Northern Ireland**
  Restrictions and advice are likely to change over a period of time, therefore it is important you keep up-to-date with announcements, applying any new requirements and limitations to your fundraising activities.

- **Carry out risk assessments**
  It is important that all schools carefully consider the risks associated with each type of fundraising activity they carry out. Risk assessments should be properly documented and reviewed regularly. See section 2.2 of the Code of Fundraising Practice for more information and the UK Government's guidance on Five Steps to Working Safely during coronavirus.

  Please note, employers have a duty to consult staff and volunteers on health and safety, and how the school will manage any COVID-19 risks. For more information, go to Health and Safety Executive and also see relevant guidance in England, Wales, Scotland and Northern Ireland.

- **Fundraising at the right time, in the right way**
  It is important that decisions to fundraise are thoroughly considered and carefully evaluated, taking into account the workload of your staff and the resources you have available.

- **Ensure proper oversight of decision making**
  All fundraising organisations must weigh up the benefits and risks of their ongoing fundraising activities and exercise judgement when deciding what is in the best interests of the public, supporters, staff, volunteers and beneficiaries. Governors are crucial in ensuring proper oversight of fundraising decisions, and you must ensure all decisions are properly documented.

- **Co-operate effectively with third parties**
  If you work with third parties, it is important that you are clear about your expectations in relation to fundraising conduct, you must also check or update any contracts that you have in place to make sure these remain fit for purpose as your fundraising activities adapt.

- **Be transparent with your community**
  You should make information available (for example, on your website) that explains how you will fundraise responsibly as restrictions are eased, the measures you are taking and how these align with Government advice for the country in which you fundraise.

- **Listen to feedback**
  Schools should listen and reflect on feedback, comments and complaints, they receive from their community, staff and volunteers as this will help to inform the way they carry out fundraising during this period.

Safeguarding your community

- **Protect your community, staff and volunteers**
  Depending on how you are fundraising, you'll need to consider what changing government guidance means for staff and volunteer safety. This includes ensuring that fundraisers take appropriate measures to keep themselves and your community safe, such as working from home or ensuring social distancing is observed. You can read more advice from the government here.

- **Make sure that any fundraiser, member of staff, or volunteer self-isolate if they have symptoms of COVID-19 or have received a positive test result**
  If you have symptoms of coronavirus (COVID-19), however mild, OR you have received a positive coronavirus (COVID-19) test result, the clear medical advice is to immediately self-isolate at home for at least 7 days from when your symptoms started. Do not go to a GP surgery, pharmacy or hospital. You should arrange to have a test to see if you have COVID-19. Also consider alerting the people that you have had close contact within the last 48 hours to let them know you have symptoms of coronavirus (COVID-19). More guidance on what to do if you have symptoms is here.

- **Train fundraisers on new approaches before restarting fundraising**
  New ways of working will need some time to be communicated, with appropriate training materials and resources produced to help guide fundraisers on what they should be doing. Any training should be delivered virtually – it is important that fundraisers feel confident and reassured before going back out to fundraise.

- **Take into account the needs of people in vulnerable circumstances or with protected characteristics**
  It is inevitable that fundraisers will come into contact with people who may be in vulnerable circumstances, including people who may be at higher risk from COVID-19 or those with protected characteristics, who are for example hearing or visually impaired. You may want to consider reviewing any existing policies on vulnerable circumstances your organisation has, to ensure adequate safeguarding of the public. See section 1.3 of the Code of Fundraising Practice for more information.

Enforcement

- Where the enforcing authority, such as the Health and Safety Executive or your local authority, identifies employers who are not taking action to comply with the relevant public health legislation and guidance to control public health risks, they are empowered to take a range of actions to improve control of workplace risks. For example, this would cover employers not taking appropriate action to ensure social distancing, where possible.

- Failure to complete a risk assessment which takes account of COVID-19, or completing a risk assessment but failing to put in place sufficient measures to manage the risk of COVID-19, could constitute a breach of health and safety law.

- Employers are expected to respond to any advice or notices issued by enforcing authorities rapidly and are required to do so within any timescales imposed by the enforcing authorities.

Respectful interaction with your community

- **Do not apply undue pressure to donors**
  Although you can talk about your cause and why a donation matters to your charity, this needs to be in-line with the Code of Fundraising Practice (see section 1.2) and you must not apply undue pressure (see section 1.1.3).

- **Be polite and respectful**
  You must remain polite and respectful at all times. See section 1.1 of the code for more information.

- **Be mindful of how your community may respond to your fundraising**
  Although your community may continue to be hugely supportive during the pandemic, do not assume that all individuals will want to donate or engage with you in the same way as they did before. Consider the range of likely responses and ensure that you can and are actively responding appropriately to the signals and needs of any individual. You should be ready and willing to explain openly and clearly why you are fundraising, and the steps you have taken to ensure it is being done responsibly.